



International
Trade
Centre

MSMEs

WTO Informal
Working Group

Small Business Champions

2022: Helping small businesses transition to a sustainable economy

As the urgency for action to address climate change increases, innovation by businesses of all sizes will be critical to achieve sustainability targets. Domestic and international supply chains represent an estimated 90 per cent of corporate emissions according to the World Economic Forum, and small businesses play an integral part. Finding ways to help reduce their carbon footprint and spotlighting sustainability innovations is the goal of the 2022 Small Business Champions initiative.

Goals of the Initiative

- Raise awareness among businesses and policymakers of the difficulties MSMEs encounter related to decarbonization, be it through lack of financial resources or limited awareness
- Highlight best practices that are helping small businesses to decarbonize their production and become more sustainable.
- Support small business' participation in international trade with a view towards addressing climate change and business resilience.

Call for proposals

The World Trade Organization (WTO) Micro, Small and Medium-Sized Enterprise Informal Working Group (MSME Group), in partnership with the International Chamber of Commerce (ICC) and the International Trade Centre (ITC), is calling for proposals that help small businesses to transition to more sustainable business practices and contribute to global decarbonization. Businesses, industry associations, chambers of commerce and non-governmental organizations are invited to submit proposals.

What kind of proposals are we looking for?

- Proposals can focus on awareness-raising campaigns, competitions, capacity building, training and mentoring programmes.
- Proposals should have a target completion date of within one year from initiation.
- Proposals should be designed to be delivered by the entity making the proposal and should not focus on WTO negotiations, or proposed changes to WTO rules.
- The ICC, ITC and the WTO MSME Group will use their networks to support and promote successful proposals.

How to submit proposals

Proposals are open to the businesses, industry associations, chambers of commerce and non-governmental organizations and should:

- detail the concept, aims, timelines and other information as appropriate.
- be no longer than three pages.
- be sent to smallbusinesschampions@wto.org in Word or PDF format by **15 August 2022**.

Key information to be provided

When submitting a proposal, please ensure that the following points are covered:

- name of the organization
- contact person (name, telephone, email)
- short description of the organization
- short bios of the persons implementing the project
- name of the proposed project
- timeline for the project (not longer than 12 months)
- challenge faced/issue to be addressed
- short description of the project, including activities to be organized
- aim(s) of the project (including any specific outcomes)
- how promotion by the ICC, ITC and WTO MSME Informal Working Group can support your proposal.

Selection process

The selection of proposals will be carried out by members of the WTO MSME Group, and representatives of the ICC, ITC, and WTO MSME Group.

Winners will be announced the first week of October within the 2022 Edition of [Building Bridges](#) in Geneva, Switzerland.

Award

Winning submissions will be highlighted by the ICC, ITC and WTO MSME Group through their communication channels and receive recognition during [Building Bridges](#), to be held in Geneva on 3-6 October 2022. Winners will also receive a certificate.

Frequently asked questions

1. How ambitious are proposals expected to be and how should I budget the project?
 - a. It is recommended to develop a proposal that is within the capacity of your organization, or partnership, to achieve. No additional funding will be provided by the organizers.
2. Can the same organization submit more than one proposal?
 - a. Yes. There is no limit to the number of proposals one organization may submit.
3. Can I submit a proposal if I am a private company?

- a. Private companies are invited to submit proposals.
- 4. Can I submit a proposal if I am a government organization?
 - a. Government organizations are invited to submit proposals if they are in partnership with an industry association, chamber of commerce or non-governmental organization with a MSME focus.
- 5. What does "... be designed to be delivered by the entity making the proposal and should not focus on WTO negotiations, or proposed changes to WTO rules" mean?
 - a. The Small Business Champions organizers are asking that participants develop proposals that their own organizations are capable of achieving without significant external assistance and that focus specifically on MSME trade and decarbonization, not on the work of the WTO.
- 6. For any additional questions, please reach out to smallbusinesschampions@wto.org.